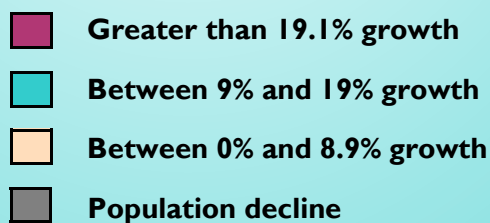
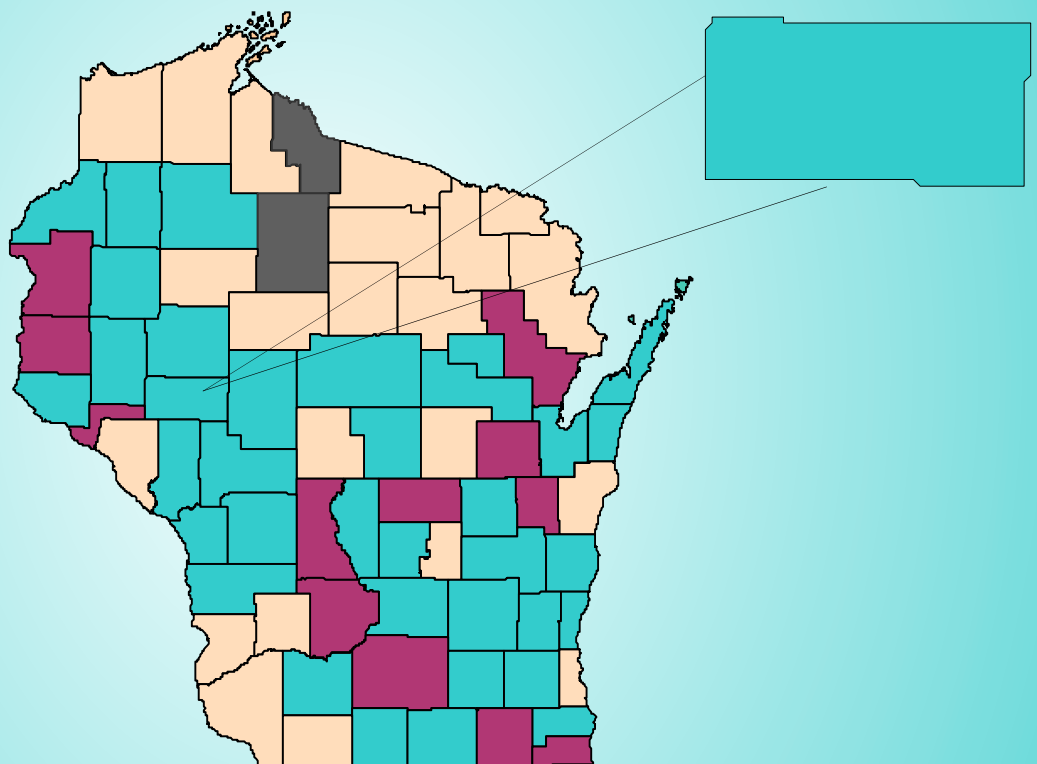


Eau Claire County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The increase in population in Eau Claire County from April 2000 through December 31, 2001 of 2.1 percent ranked 23rd highest in the state. The additional 1,990 residents were the result of both natural causes and individuals moving into the county.

Most of the increase in population occurred in the City of Eau Claire, home for two-thirds of the county's residents. Even though the City of Eau Claire added 1,454 residents it was the much smaller Town of Pleasant Valley, immediately south of the city, that had the greatest change in population.

The overall migration rate of 1.31 exceeded the state rate of .94 but lagged the migration rate in other metropolitan counties in the state. Since April 2000, 1,222 new residents, 85 percent of the increase in population, moved to the county.

In addition to the growth from migration, the population increased 768 from natural causes that included 1,983 births to county residents. The increase in population from natural causes of 0.82 percent was lower than in other metropolitan counties in the state even though there is a large young population and the median age in Eau Claire County in 2000 of 32.4 years.

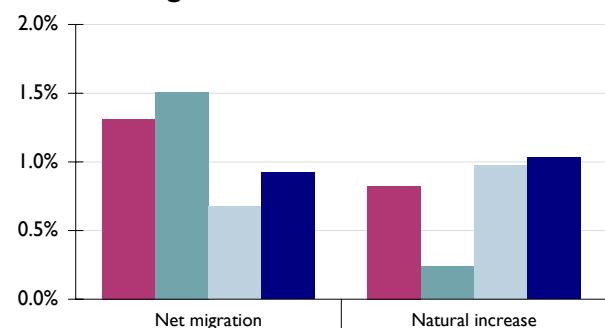
Perhaps one reason that the increase from natural causes falls short compared to other Wisconsin metropolitan areas and national trends is that there is less ethnic diversity in Eau Claire County and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to

Total Population

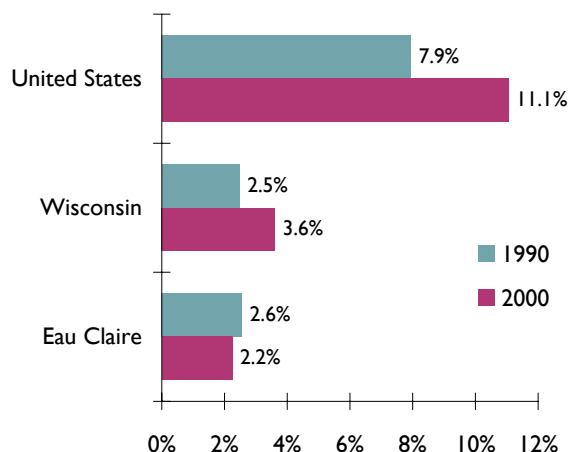
	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Eau Claire County	93,142	95,132	2.1%
Largest Municipalities			
Eau Claire, City*	59,794	61,248	2.4%
Washington, Town	6,995	7,137	2.0%
Altoona, City	6,698	6,756	0.9%
Seymour, Town	2,978	3,022	1.5%
Pleasant Valley, Town	2,681	2,766	3.2%
Union, Town	2,402	2,461	2.5%
Bridge Creek, Town	1,844	1,841	-0.2%
Brunswick, Town	1,598	1,614	1.0%
Augusta, City	1,460	1,468	0.5%
Fall Creek, Village	1,236	1,263	2.2%

* Eau Claire County portion only

Net migration and natural increase



Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the largest share of all births, that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in the county, 65 percent, were born in Asian countries. Out of a total foreign-born population in 2000 of 2,092 838 moved to the county in the last decade.

(Continued on page 2)

Eau Claire County Workforce Profile

Population Projections by Age Groups in Eau Claire County

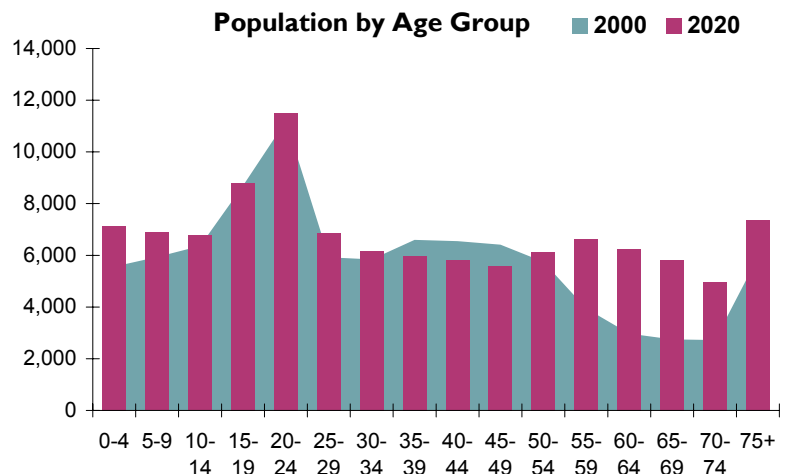
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	2,844	3,039	3,275	4,082	5,346	3,057	3,018	3,297	3,244	3,103	2,849	1,994	1,408	1,256	1,209	2,072
Female	2,721	2,895	3,089	4,614	5,853	2,869	2,824	3,303	3,303	3,308	2,898	1,949	1,565	1,491	1,516	3,851
2005																
Male	2,971	2,983	3,292	4,292	5,672	3,238	2,787	3,099	3,371	3,274	3,095	2,781	1,909	1,334	1,127	2,260
Female	2,852	2,857	3,145	4,844	6,210	3,024	2,522	2,911	3,368	3,348	3,304	2,875	1,918	1,504	1,445	4,067
2010																
Male	3,140	3,070	3,161	4,312	6,003	3,404	2,934	2,853	3,161	3,392	3,253	3,010	2,657	1,809	1,204	2,316
Female	3,013	2,952	3,036	4,875	6,536	3,153	2,631	2,585	2,950	3,391	3,316	3,251	2,811	1,838	1,460	4,103
2015																
Male	3,392	3,232	3,245	4,036	5,897	3,584	3,074	2,995	2,904	3,175	3,363	3,158	2,873	2,520	1,640	2,405
Female	3,255	3,107	3,131	4,532	6,443	3,303	2,736	2,691	2,617	2,967	3,352	3,257	3,175	2,697	1,787	4,120
2020																
Male	3,638	3,507	3,441	4,148	5,506	3,562	3,262	3,152	3,071	2,942	3,175	3,292	3,043	2,753	2,316	2,874
Female	3,489	3,375	3,321	4,656	6,013	3,313	2,895	2,813	2,750	2,658	2,963	3,325	3,212	3,079	2,646	4,484

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

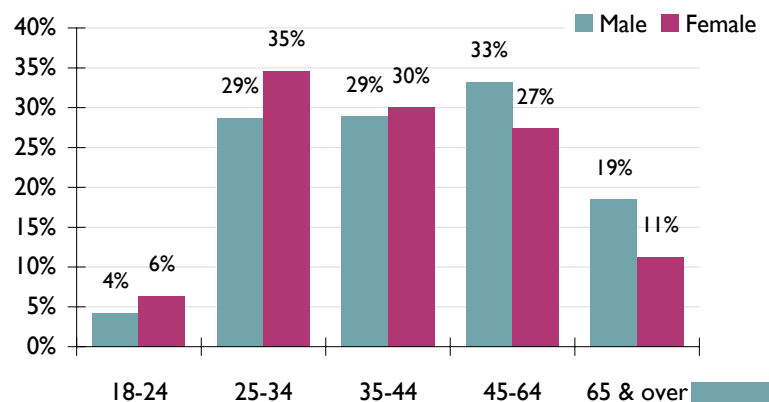
Also in the last decade there were over 11,239 births in the county. That is fewer than the number of residents 0-9 years old in 2000 and indicates that families with younger children were a big part of county gains from migration. The influence of migration is also key in the population projections from the Wisconsin Demographic Services section. From 2000 to 2020 the total population is projected to increase by 15,532 residents. Some of that increase is projected in the younger age groups; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 50 years old in 2020 compared to 2000.

The background also shows the increase in population from the baby-boom, now in their late-30s and mid-50s but that isn't the most striking area of the graph. The spike in population of 15-24 year olds occurs in both timeframes but the number of residents doesn't move forward (someone 15-24 in 2000 should be 30-39 years old in 2020). The reason, of course, is the University of Wisconsin population. Once they graduate they leave the county. This also contributes to both the low median age and the lower birth rate.

The bottom graph in some ways also tracks the college-educated population. In many counties, and in the state, the share of an age group with a bachelor's degree drops in the middle age groups. In Eau Claire County it only declines for females but even that is high compared with 24 percent in the state.



Percent of age group with at least a Bachelor's degree in Eau Claire County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Eau Claire County is lower than it was in the late 1990s when there were more jobs. In 2002 LFPR was 72.3 percent, slightly less than in the state rate but higher than the 66.6 LFPR in the United States.

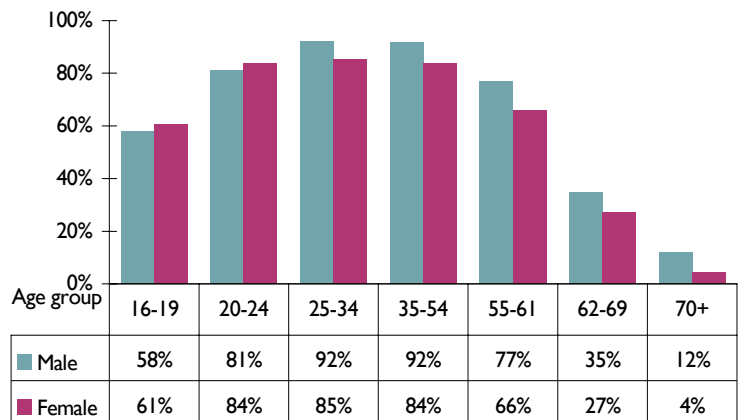
Participation rates for the middle age groups in Eau Claire County are higher than for the same age groups in the state, but rates among younger and older county residents are lower. In Wisconsin male and female LFPR among 16-19 year olds are 61 and 64 percent, respectively; and among 62-69 year olds, 37 and 29 percent, respectively.

As the population ages, the lower participation rates and increasing number of residents over the age of 50 becomes more significant. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the labor force age population (16 years and older) in Eau Claire County will increase by 12,600 residents but the share of population over 55 years old will increase to 36 percent from 25 percent. The lower participation rates from the population over 55 will strain the available labor force in twenty years which is projected to increase only nine percent by 2020. That is much slower than the increase in the previous twenty-year period of 35 percent. A five percentage point increase in the participation rate of those over age 55 could add 1,500 participants to the labor force.

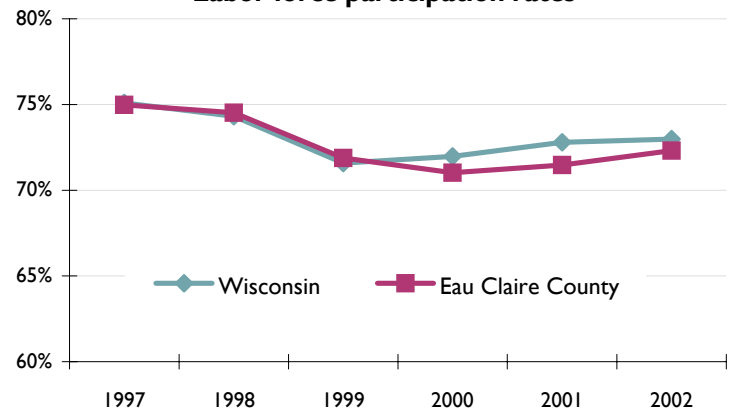
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Eau Claire Labor Force Participation by Age & Sex in 2000



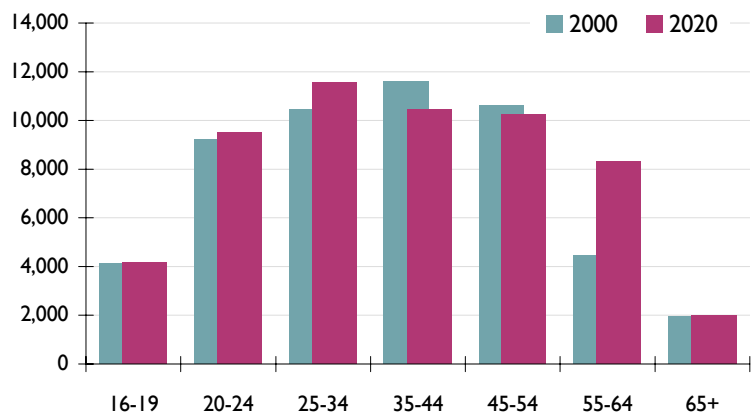
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Eau Claire County



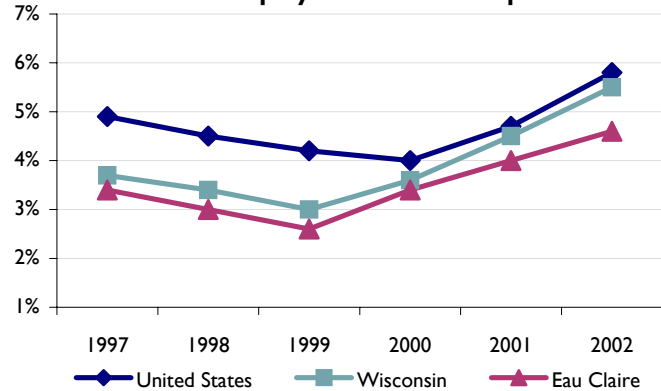
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Eau Claire County Workforce Profile

The total labor force in Eau Claire County increased in the last several years as new workers move into the county. In 1997 the total labor force in Eau Claire County was 51,990 and the unemployment rate was 3.4 percent. The labor force increased to 53,604 in 2002 but the unemployment rate also increased to 4.6 percent, the highest level since 1993.

Mid-way through 2003, the employment picture has not improved although there are a few encouraging signs, especially in the nation. As the economy recovers, and labor shortages once again become a major problem for employers, unemployment rates will decline.

Unemployment Rate Comparison



Eau Claire County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	51,993	52,178	51,280	52,798	53,148	53,604
Employed	50,247	50,631	49,925	51,020	51,013	51,146
Unemployed	1,746	1,547	1,355	1,778	2,135	2,458
Unemployment Rate	3.4%	3.0%	2.6%	3.4%	4.0%	4.6%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Eau Claire County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increased 100 percent whereas an occupation that increases from 2,000 jobs to 2,200 jobs increased only ten percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

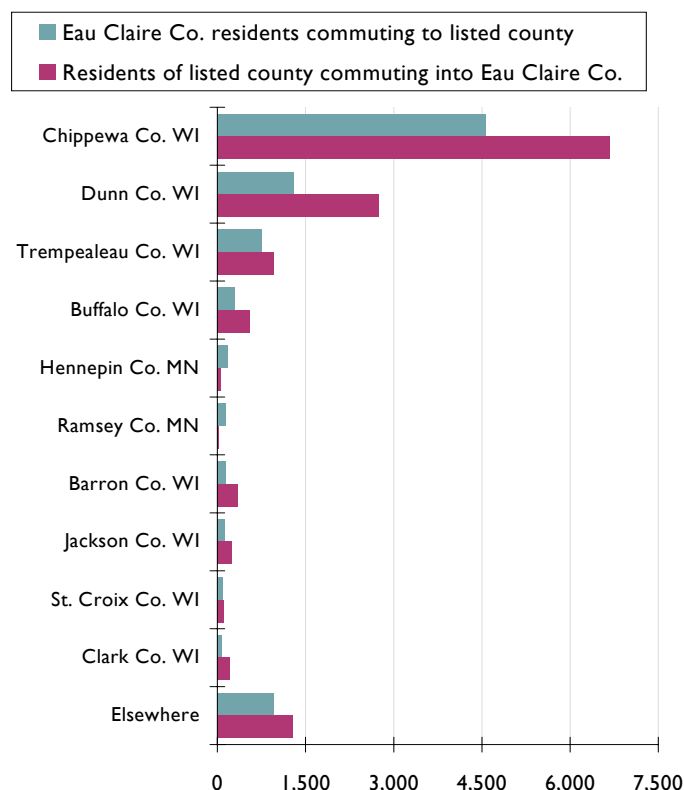
County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Eau Claire County where a large share of the labor pool lives in a different county. In Wisconsin, commuting

patterns for municipalities are also available every ten years from the census and were released in April 2003.

More workers travel into Eau Claire County for a job than the number of residents who leave to work for employers in other counties. Less than 18 percent, roughly 8,645 residents, traveled out of the county for a job and most of them didn't travel very far. Half the workers who left the county headed for destinations in Chippewa County and most of those workers had jobs with employers in the cities of Chippewa Falls and Eau Claire (portion located in Chippewa County). Another 25 percent traveled to the neighboring counties of Dunn (the City of Menomonie), Trempealeau and Buffalo. Since these workers are residents of Eau Claire County they are included in the local labor force estimates.

A much larger number of workers travel into the county for a job. Employers in Eau Claire County attract roughly 13,225 workers who travel from neighboring communities to work in local jobs. Most of the incoming workers travel from Chippewa County, but a large share also come from Dunn County. From nearly all directions the destination for four of every five inbound commuters is the City of Eau Claire. Employers in the city attracts nearly 10,500 non-county workers to fill job vacancies. Another popular destination for workers is the Town of Union, adjacent to the City of Eau Claire.



	Eau Claire Co. residents commuting to listed county	Residents of listed county commuting into Eau Claire Co.	Net gain or loss of workers
Chippewa Co. WI	4,572	6,668	2,096
Dunn Co. WI	1,302	2,746	1,444
Trempealeau Co. WI	762	969	207
Buffalo Co. WI	293	552	259
Hennepin Co. MN	186	54	-132
Ramsey Co. MN	147	25	-122
Barron Co. WI	139	346	207
Jackson Co. WI	122	247	125
St. Croix Co. WI	88	115	27
Clark Co. WI	78	221	143
Elsewhere	956	1,281	325



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier

years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was in retail trade (restaurants) and in services (hotels and resorts), and many information jobs were in manufacturing (printing and publishing).

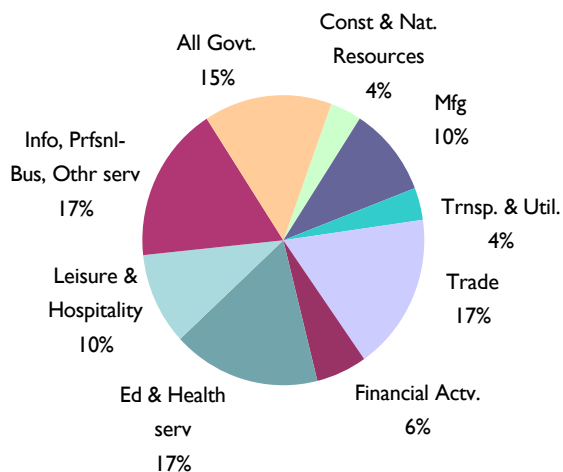
Other changes to the Eau Claire 2002 employment estimates are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities and no longer includes communication. Jobs from communication are now grouped with publishing jobs in the new sector of information.

Wholesale and retail trade jobs declined to 17 percent of total employment in NAICS from 25 percent. There are a couple of reasons for the drop. Management jobs were moved to a new sector grouped with professional and business services; and restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality as were jobs with hotels and lodging facilities. This new sector should make it easier to monitor changes in tourist related businesses.

Another new sector for education and health services should provide more information on the rapidly ex-

(Continued on page 7)

Eau Claire County Industry Distribution: 2002



2002 Industry Employment in Eau Claire County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distri-bution	SIC Industry Divisions	Distri-bution
Construction, natural resources & mining	1,926	4%	Construction & Mining	4%
Manufacturing	5,345	10%	Manufacturing	8%
Transportation, warehousing & utilities	2,052	4%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	9,436	17%	Wholesale trade	4%
			Retail trade	21%
Financial activities	3,132	6%	Finance, insurance & real estate	4%
Information, professional & business services, other services	9,500	18%	Services & misc (incl. agr, forestry, fishing)	28%
Education and health services	9,192	17%	Government	13%
Leisure & hospitality	5,475	10%		
Government	7,908	15%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Eau Claire County Workforce Profile

panding health industry. It is grouped with private education, but most education jobs are included in the public sector.

The lists of top ten industries and employers in Eau Claire County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the largest industry sector in the county. One big change

with this list over previous years is the inclusion of sub-groups within health services, three of which appear on the top industry list. Also on the list are two new service industries, administration of support services and management of companies and enterprises.

Together the largest industry sectors provide over 40 percent of all the jobs in the county while the ten largest employers provide two in every five jobs.

Top 10 Industry Groups in Eau Claire County

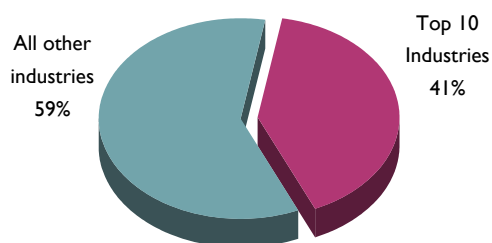
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	29	5,182	185
Food Services and Drinking Places	166	4,438	259
Hospitals	*	*	*
Ambulatory Health Care Services	116	2,622	123
Administrative and Support Services	95	2,159	1
Professional and Technical Services	163	1,949	56
Nursing and Residential Care Facilities	22	1,916	81
General Merchandise Stores	*	*	*
Executive, Legislative, & Gen Government	21	1,522	-58
Management of Companies and Enterprises	17	1,452	-46

*data suppressed to maintain confidentiality

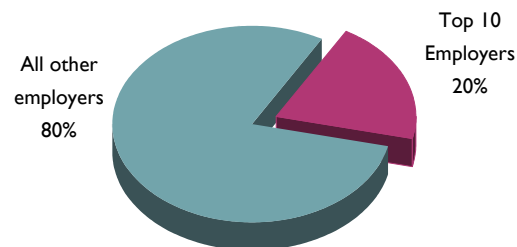
Top 10 Employers in Eau Claire County

Company	Product or Service	Size
Menard, Inc.	Home centers	1000 +
Eau Claire Area School District	Elementary & secondary schools	1000 +
Luther Hospital	General medical & surgical hospitals	1000 +
University of Wisconsin- Eau Claire	Colleges, universities, and professional schools	1000 +
Sacred Heart Hospital	General medical & surgical hospitals	1000 +
Midelfort Clinic Ltd. Mayo Health	Offices of physicians (except mental health specialists)	1000 +
Hutchinson Technology, Inc.	Computer storage device manufacturing	500-999
City of Eau Claire	Executive & legislative offices, combined	500-999
Chippewa Valley Technical College	Junior colleges	500-999
Wal-Mart Associates, Inc.	Discount department stores	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Eau Claire County Workforce Profile

The bottom graph illustrates the strong presence of two industries in Eau Claire County. Roughly 25 percent of all jobs in the county and 29 percent of total payroll are with employers in education and health; and, another 23 percent of all jobs and 18 percent of payroll are with employers in trade, transportation, and utilities super-sector. Annual average wages for workers in the first sector are above the average for similar workers in the state while the second group of workers has wages below the state average. A second difference in the two groups is that employers in education and health added jobs during 2002 while the other group lost jobs.

The average wage for all workers in Eau Claire County of \$28,958 increased 4.0 percent from the 2001 average of \$27,842 compared with an increase statewide 2.7 percent.

Even though NAICS provides a better picture of wages in the new service sectors, there are still details on part time jobs and temporary employment missing that are key com-

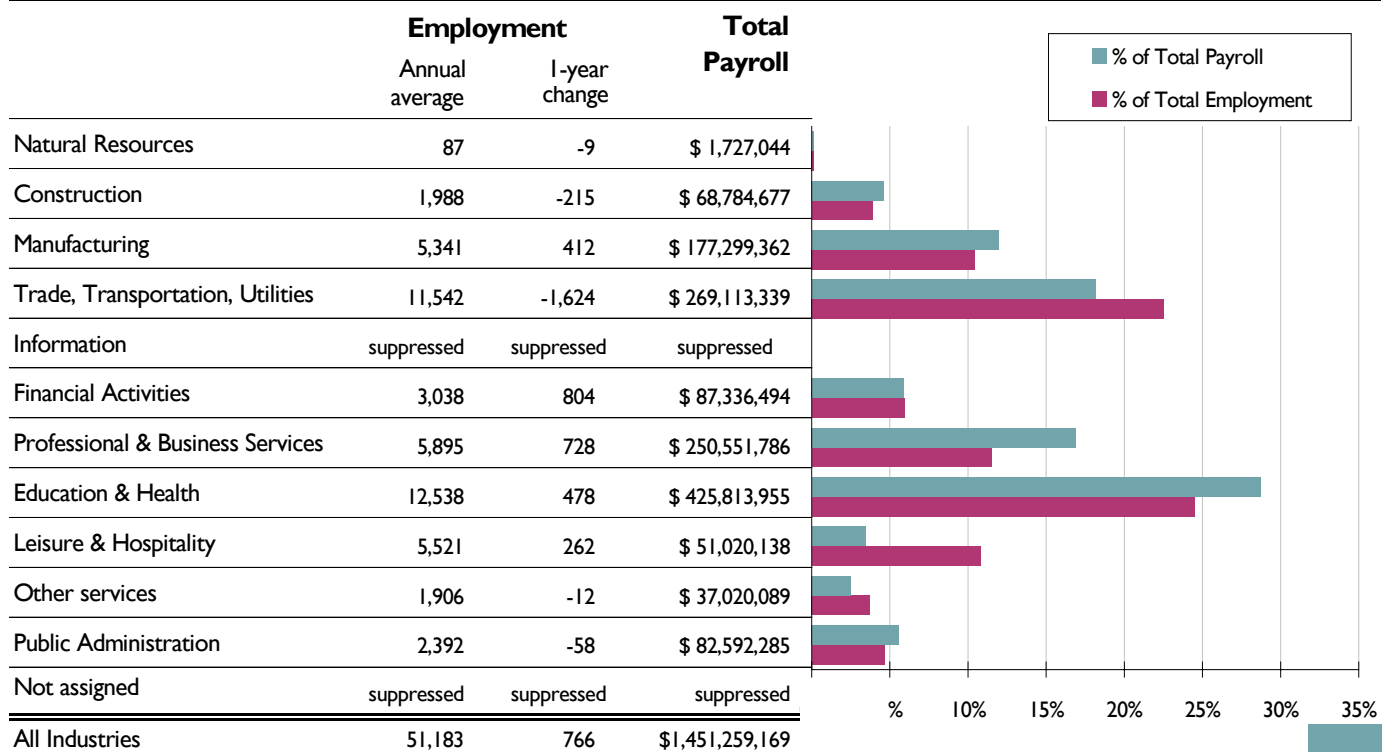
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Eau Claire County	Wisconsin	% change
All Industries	\$ 32,422	\$ 28,958	89%	4.0%
Natural resources	\$ 25,481	\$ 19,851	78%	-11.6%
Construction	\$ 39,649	\$ 34,600	87%	1.7%
Manufacturing	\$ 40,584	\$ 33,196	82%	3.6%
Trade, Transportation, Utilities	\$ 28,422	\$ 23,316	82%	-11.3%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 28,748	71%	-1.4%
Professional & Business Services	\$ 36,324	\$ 42,502	117%	39.2%
Education & Health	\$ 33,768	\$ 33,962	101%	1.5%
Leisure & Hospitality	\$ 11,837	\$ 9,241	78%	1.8%
Other services	\$ 19,500	\$ 19,423	100%	3.9%
Public Administration	\$ 33,769	\$ 34,529	102%	3.0%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

ponents of annual average wages. Census 2000 revealed that 31.4 percent of the workforce works part time and 23.5 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year. This greater share of workers with less than full-time employment lowers the average annual wage in the county.

2002 Employment and Wage Distribution by Industry in Eau Claire County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Eau Claire County. Even though net earnings comprise 65.9% of total county income that is slightly less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is a bit higher in Eau Claire County.

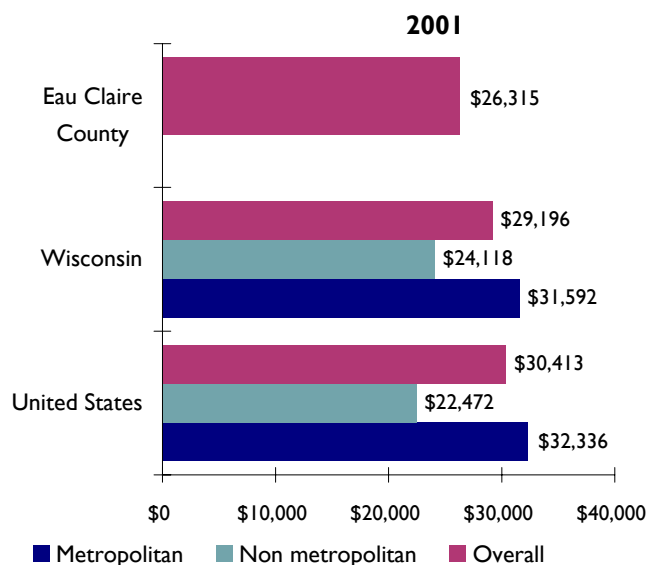
An annual average wage that is only 89 percent of the state and a slightly higher share of income from

transfer payments, contributes to a lower per capita personal income in the county. The gap widens, however, if you compare Eau Claire County only to other metropolitan areas in Wisconsin and the nation. Many of the jobs in the county are more similar to those in non-metropolitan areas.

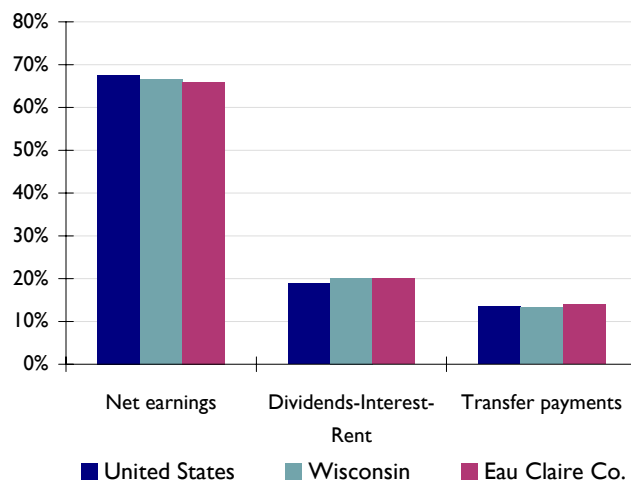
The Eau Claire County PCPI of \$26,315 in 2001 was 87 percent of the national PCPI and 90 percent of the state. It ranked 24th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Eau Claire County	\$20,616	\$21,993	\$23,657	\$24,795	\$26,267	\$26,315	0.2%	27.6%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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